

Message Text

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SUBJ: AGRICUIPOS '76

1. EMBOFF SPOKE 16 FEB WITH SPOKESMAN FOR THREE MEMBER COMPANIES OF ADAM, VENEZUELAN ASSOCIATION OF AGRICULTURAL EQUIPMENT AND MACHINERY.

2. GUILLERMO SANCHEZ OF INTERSAN ADVISED THAT GOV HAS NOT CHANGED ITS POSITION REGARDING CEILING PRICES ON AGRICULTURAL TRACTORS, AND THAT ADAM MEMBERS ARE STILL OPPOSED TO ANY SALES PROMOTION ACTIVITIES. SANCHEZ DOES NOT FORESEE AN EARLY CHANGE IN GOV'S POSITION.

3. CATERPILLAR'S AGRICULTURAL EQUIPMENT SALES MANAGER CORNILLIAC STATED THAT PRICE CONTROL ISSUE HAS BECOME LESS RELEVANT THAN CORPORACION VENEZOLANA DE GUAYANA (MAJOR SHAREHOLDER IS DEERE TRACTOR PROJECT) ANNOUNCEMENT ONE WEEK AGO TO THE EFFECT THAT CVG/JOHN DEERE CONSORTIUM WILL BEGIN TO MANUFACTURE WHEELED TRACTORS UP TO 100 HP BY THE END OF 1976, AND THAT THOSE FIRMS WHICH WISH TO CONTINUE SELLING SUCH TRACTORS IN VENEZUELA SHOULD "BUY INTO" THIS CONSORTIUM, AS VENEZUELA'S BORDERS WILL THEREAFTER BE CLOSED TO AGRICULTURAL TRACTOR IMPORTS.

4. CORNILLIAC AND EMBOFF AGREED THAT GOV TIMETABLE UNREALISTIC EXCEPT IN TERMS OF MOST RUDIMENTARY ASSEMBLY OF MAJOR SUB-ASSEMBLIES.

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5. ACO'S AGRICULTURAL EQUIPMENT SALES MANAGER ALFONSO

GARCIA LIKEWISE INDICATED THAT GOV POSITION ON PRICE CONTROLS HAS NOT CHANGED, AND IS UNLIKELY TO CHANGE, FOR SOME TIME. GARCIA DENIED AWARENESS OF CVG ANNOUNCEMENT TO LOCAL TRACTOR DEALERS TO "BUY INTO" TRACTOR ASSEMBLY CONSORTIUM.

6. WITH EXCEPTION OF CATERPILLAR, ADAM MEMBERS WILL NOT PARTICIPATE IN 4-7 MARCH LIVESTOCK AND AGRICULTURAL EXHIBITION NOMINALLY SPONSORED BY MINISTRY OF AGRICULTURE, NOW IN PRELIMINARY STAGES OF ORGANIZATION BY CATTLE RAISERS' ASSOCIATION. EMBASSY HAS BEEN PROMISED EXHIBITOR PROMOTIONAL LITERATURE FOR 18 FEBRUARY P.M.

7. THREE ABOVE-NAMED SPOKESMEN FOR ADAM-AFFILIATED FIRMS VERIFIED EMBOFF'S UNDERSTANDING THAT SUCAM IS NOT REPEAT NOT A MEMBER OF ADAM.
SHLAUDEMAN

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